



MANAGEMENT SCIENCE ASSOCIATES, INC.

MARKET SCIENCE ASSOCIATES

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FACSIMILE DELIVERY REQUEST FORM	
DATE:	March 1, 1999
TO:	
COMPANY:	
# PAGES:	1
FROM:	Joel Kocur (MSA)
PHONE:	412/362-2000 Ext. 1623

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*All Other (A/O) Manufacturer data projected by MSA based on CRA data month of December 1998

**EARLY WEEKLY INDUSTRY
ESTIMATED VOLUME --
WEEK ENDING February 26, 1999**

Note: High/Lows are based on a +/- 10% deviation from 13WM average.

Co.	TOTAL (000)	TOTAL SHARE	PREMIUM BRANDS (000)	PREMIUM BRANDS SHARE OF CATEGORY	DISCOUNT CATEGORY (000)	DISCOUNT CATEGORY SHARE OF CATEGORY
B&W	1,095,901	L 12.48	H 540,176	L 8.24	555,724	24.95
LIG	L 84,509	L 0.96	H 43,397	H 0.66	L 41,112	L 1.85
LLD	H 911,882	10.39	H 669,463	10.22	H 242,419	H 10.88
PM	H 4,552,014	51.84	H 4,072,092	62.14	479,922	L 21.55
RJR	H 1,996,857	22.74	H 1,215,472	18.55	H 781,385	35.08
A/O	H 139,164	1.58	H 12,533	L 0.19	H 126,631	5.69
Total	H 8,780,327	100.00	H 6,553,133	100.00	H 2,227,193	100.00

DISCOUNT SHARE = 25.37%

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